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## FACSIMILE TRANSMISSION

TO: USPTO : FAX NO.: 571-273-8300  
DATE: 11/3/2006 : NO. OF PAGES: 6 including cover

### CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

In Re: Patent Charles A. Eldering et al.

Conf. No.: 5900 : Patent No.: 7,062,510

Appln. No.: 09/807,887 : Issue Date: 13 June 2006

Filing Date: 19 April 2001 : Attorney Docket No.: T706-11

Title: Consumer Profiling and Advertisement Selection System

I hereby certify that the following correspondence is being facsimile transmitted to the United States Patent and Trademark office:

1. Transmittal Letter in duplicate (2 pgs.)
2. Request for Certificate of Correction (2 pgs.)
3. Certificate of Correction (1 pg.)

Date: 11/3/2006

  
SIGNATURE

Customer No.: 27832

Patti Hespell  
Typed or printed name of person signing

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## CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571) 273-8300.

Date:

11/3/06

By:

Pat Hespell  
Pat HespellIN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In Re: Patent Charles A. Eldering.**

Conf. No.: 5900

: Patent No.: 7,062,510

Appln. No.: 09/807,887

: Issue Date: 13 June 2006

Filing Date: 19 April 2001

: Attorney Docket No.: T706-11

Title: Consumer Profiling and Advertisement Selection System

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER

Transmitted herewith is a request for a Certificate of Correction under 37 CFR 1.323 in the above-identified patent application now U.S. Patent 7,062,510.

- ☒ The Commissioner is hereby authorized to charge and/or credit Deposit Account No. **501535** as noted below. A duplicate of this sheet is enclosed.
- ☒ Fee for Certificate of Correction under 37 CFR 1.20(a) in the amount of **\$100.00**.
- ☒ Any overpayments or deficiencies in the above calculated fee(s).
- ☒ Any additional fees required under 37 C.F.R. §§ 1.16 or 1.17.

Date:

11/3/06

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In Re: Patent Charles A. Eldering.

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Date:

11/3/06

By:

Patti Hespell  
Patti Hespell

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Charles A. Eldering.**

Conf. No.: 5900 : Patent No.: 7,062,510  
Appln. No.: 09/807,887 : Issue Date: 13 June 2006  
Filing Date: 19 April 2001 : Attorney Docket No.: T706-11

Title: Consumer Profiling and Advertisement Selection System

**REQUEST FOR CERTIFICATE OF CORRECTION UNDER 37 CFR 1.323**

This paper is being filed as a request for a Certificate of Correction under 37 CFR 1.323 for the above-identified patent application now U.S. Patent No. 7,062,510, issued June 13, 2006.

NOV - 8 2006

Patent Application No. 09/807,887  
Request for Certificate of Correction

It is certified that an error or errors appear in the above-identified patent and that said patent is hereby corrected as shown below:

***Applicant Errors***

1. In the drawings, Sheet 11, Fig. 6A, line 9, delete "HOUSEHOLD DEMOGRAPHICS VECTOR" and replace with --DEMOGRAPHIC CHARACTERIZATION VECTOR--;
2. Column 11, line 50, delete "a" and replace with --as--;
3. Column 15, line 6, delete "vector the demographic" and replace with --vector and the demographic--;
4. Column 17, lines 22-23, delete "customer" and replace with --consumer--;

Applicant believes that all of the above corrections are necessary. In view of the foregoing, Applicant respectfully requests a Certificate of Correction be issued for the above-identified patent.

Respectfully submitted,

Date: 11/3/06

By: Andrew W. Spicer

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**UNITED STATES PATENT AND TRADEMARK OFFICE  
CERTIFICATE OF CORRECTION**Page 1 of 1

PATENT NO. : 7,062,510  
APPLICATION NO.: 09/807,887  
ISSUE DATE : June 13, 2006  
INVENTOR(S) : Eldering, Charles

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1. In the drawings, Sheet 11, Fig. 6A, line 9, delete "HOUSEHOLD DEMOGRAPHICS VECTOR" and replace with --DEMOGRAPHIC CHARACTERIZATION VECTOR--;
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3. Column 15, line 6, delete "vector the demographic" and replace with --vector and the demographic--;
4. Column 17, lines 22-23, delete "customer" and replace with --consumer--;

**MAILING ADDRESS OF SENDER (Please do not use customer number below):**

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2003 South Easton Road, Suite 208  
Doylestown, PA 18901

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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